

REQUEST FOR PROPOSALS

TO: Qualified Firms

FROM: The City of Tuscaloosa, on behalf of the City of Tuscaloosa Bicentennial Commission

RE: Request for Proposals; Beverage Sponsorship for City of Tuscaloosa Bicentennial Celebration

DATE: August 7, 2018

Section 1. Introduction.

The City of Tuscaloosa, one of Alabama's first Capital cities, will mark its Bicentennial in 2019. The year-long celebration will be a once-in-a-lifetime commemoration of 200 years of history, progress, and future promise. Support from the Tuscaloosa business community is an essential element to ensure that the Bicentennial Celebration is a success.

Therefore, the City of Tuscaloosa, on behalf of the City of Tuscaloosa Bicentennial Commission, is requesting proposals from entities for beverage sponsorship rights for Bicentennial Celebration official events (with the specific exclusion of events held at the Tuscaloosa Amphitheater). The goal of this procurement is for the Bicentennial Commission to review proposals which maximize the value of this sponsorship for both the Bicentennial Celebration and the selected business. The evaluation process is as follows:

- Proposals will be publicly solicited through a systematic RFP process.
- Beverage sponsorship rights may include certain exclusive elements, as negotiated between the parties.
- Sponsor shall be designated as the Official Bicentennial Celebration Beverage Sponsor, with benefits as described below.
- Evaluation, approval, and award of sponsor in the beverage sponsorship category will be made in the best interest of the Bicentennial Celebration, as determined by the Board of Directors of the Bicentennial Commission.

Section 2. Sponsorship Category

Beverage Category Sponsorship (non-alcoholic; exclusive to all events/venues with the exclusion of the Tuscaloosa Amphitheater):

- Designation as Official Beverage Sponsor (non-alcoholic).
- Company Name added to and/or included in/on Bicentennial Celebration logo, website, marketing materials, advertisements, event signage, and mail-outs.
- Cross-platform social media (Twitter, Facebook, Instagram) recognition once a month.
- Company recognized in press release materials.
- Exclusive pouring rights at all events (excluding Tuscaloosa Amphitheater).
- Company Name added to and/or included in/on Bicentennial Celebration website, marketing materials, advertisements, event signage, print and digital mail-outs, and newsletters.

Section 3. Proposal Requirements

a. Monetary contribution. Proposal shall contain a proposed cash contribution.

b. Value in-kind. The proposal may also contain additional services that the entity can provide to the Bicentennial Commission to enhance the Bicentennial Celebration event experience. These may include, but are not limited to, the following: tangible giveaway / promotional items (e.g. shirts, commemorative items); engineering or other professional services support of events; advertising; volunteers; marketing support; rental items in support of events (e.g. chairs, tables, tents, and portable toilets). The proposal shall contain a dollar value estimate of each in-kind provision.

Section 4. Instructions for Submission

Proposals are due no later than Friday, August 17, 2018. Late proposals will not be accepted.

All proposals should be submitted in 8 ½" x 11" paper size. Each proposal shall be prepared simply and economically, providing straightforward, concise delineation of the elements required to satisfy the requirements of the RFP.

**Provide three (3) bound copies to:
Tuscaloosa Bicentennial Commission
Board of Directors
1900 Jack Warner Parkway
Tuscaloosa, AL. 35401**

Attn: Sarah Elizabeth Heggem

The Bicentennial Commission reserves the right to reject any and all proposals, in whole or in part, received in response to this RFP; to accept any proposal(s) that it determines is in the best interest of the Bicentennial Commission, regardless of whether or not said proposal offers the highest monetary value; to waive any non-material defect, informality, or irregularity in any proposal or proposal procedure; and/or to negotiate separately the terms and conditions of all or any part of the proposals as determined to be in the best interest of the Bicentennial Commission, in its sole discretion. Each selected firm will be expected to enter into a contract with the Bicentennial Commission, based upon the factors described in this RFP and in the firm's proposal, which will contain additional legal terms and conditions.

Questions regarding this RFP may be submitted to either of the following:

- Sarah Elizabeth Heggem, Director of Event Operations; sheggem@visittuscaloosa.com
- Grant Wilson; Associate City Attorney; gwilson@tuscaloosa.com

END RFP.